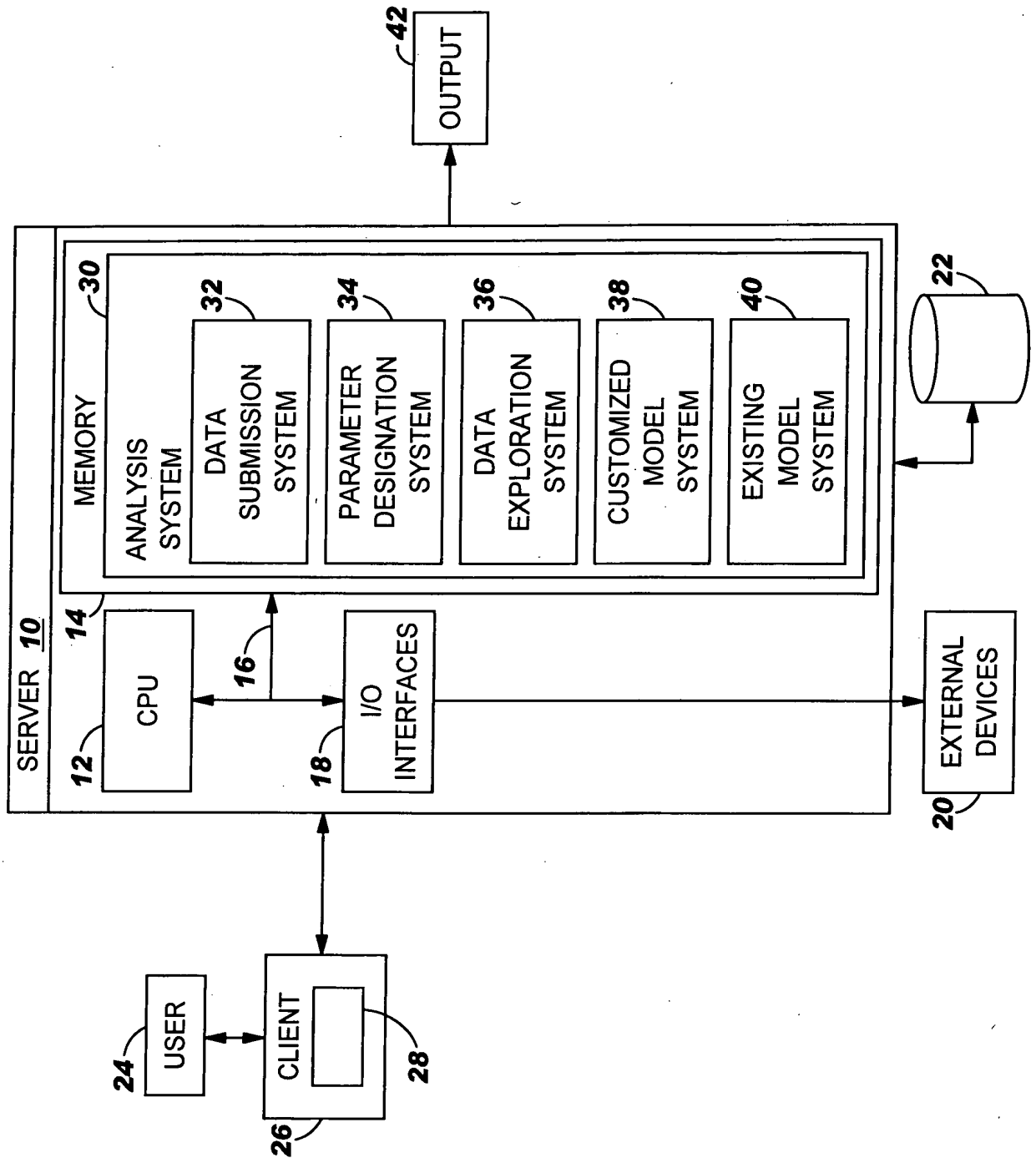


FIG. 1



42      FIG. 2

On-Demand Analytics e-Utility	
Explore Data	Build New Model   Select Existing Model

Select Industry

Select Algorithm

Select Model

Upload Data

View Results

Your Business Problem

The following is a list of business problems which apply to the Retail industry.  
If your business objective matches one of these problems, select it and press next.  
Otherwise, select "Other" for a more extensive list of algorithms.  

☐ I would like to determine which sets of products are purchased together by customers.

☐ I would like to group together customers with similar buying behavior.

☐ I would like to determine if a transaction is valid or a fraud.

☐ Other

Map to Association Function

44

Back

Select Business Problem

FIG. 3

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On-Demand Analytics e-Utility

Explore Data

Build New Model

Select Existing Model

4. Set Parameters

Basic

Advanced

Input data

Input fields

Field parameters

Filters

Settings

Model goal

Misclassification Cost

Cost

Actual

Predicted

Expanation

Y

N

The actual value of diseased is Y. but the model predicted a value of N

least acceptable

most acceptable

N

Y

The actual value of diseased is N. but the model predicted a value of Y

least acceptable

most acceptable

1

2

3

4

5

○

○

○

○

○

48

Generate Model

The cost will be quantified into numeric values for comparing models

FIG. 4

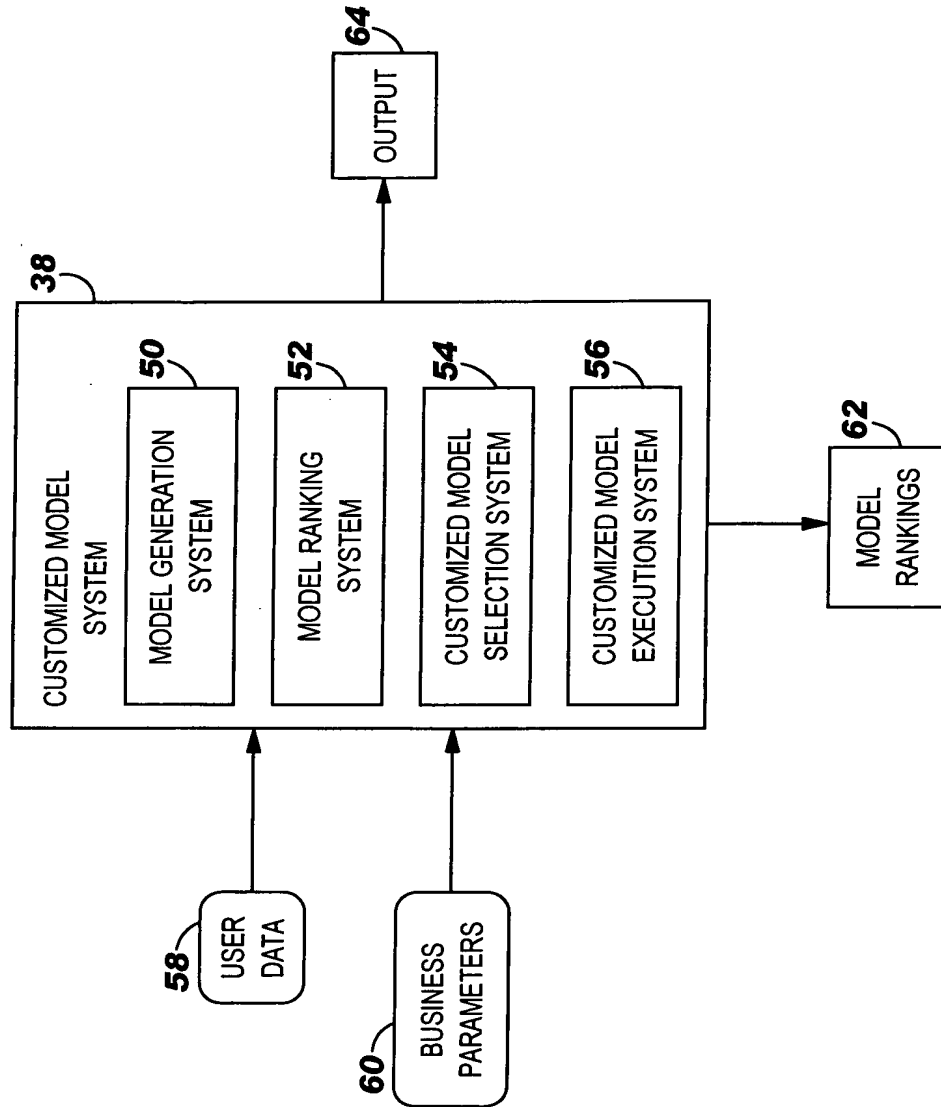


FIG. 5

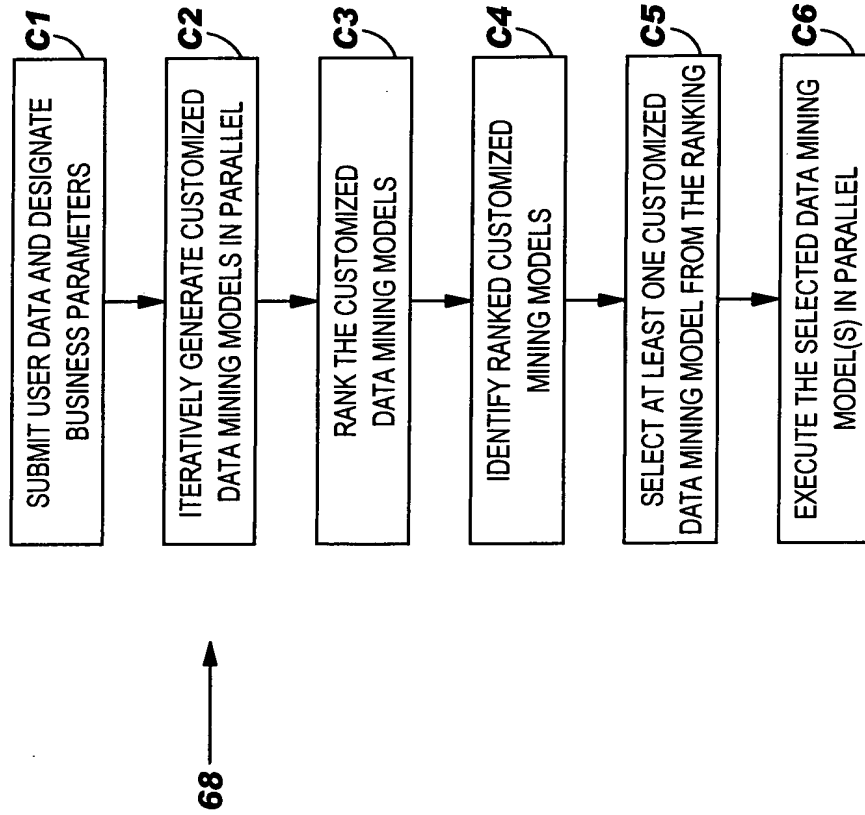


FIG. 6

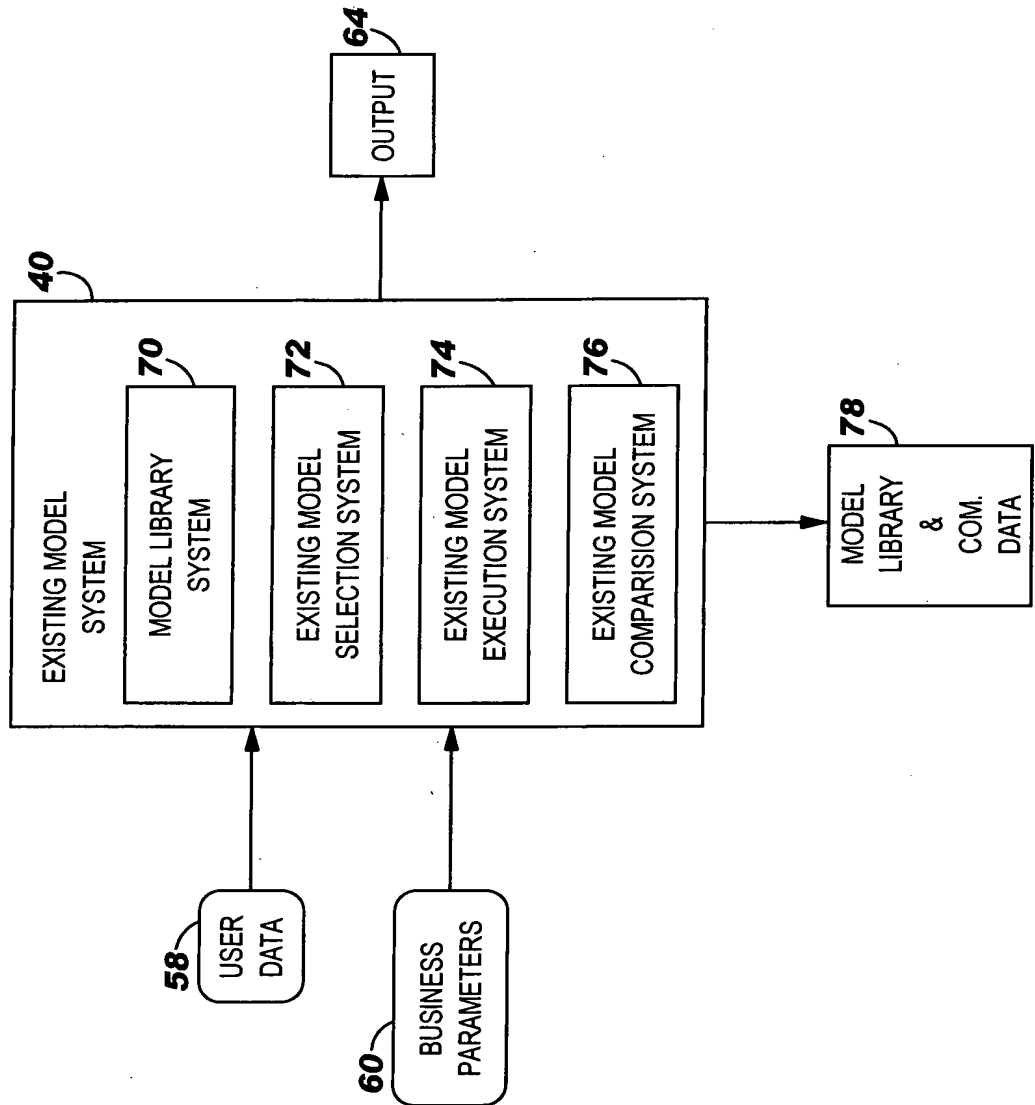


FIG. 7

